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DEMOGRAPHIC + ECONOMIC PROFILE

Key Demographic and Economic Data Findings

Keene is the largest city in southwestern New Hampshire, but growth has lagged.

With 23,000 residents, the City of Keene represents a full 30% of the total population in Cheshire County. But over the past two decades, those levels have stagnated. While the state population grew more than 11% from 2000 to 2020, Keene managed a relatively nominal 2% increase.

The community is highly influenced by the presence of Keene State College.

Keene State's student population pushes the share of young adults (those aged 15 to 24) up to nearly one-quarter (24%) of all residents in Keene – almost twice the proportion seen at the state level.

Shrinking household size has driven growth in number of households.

Despite a decline in population over the last decade (-2%) in Keene, reduction in household sizes (persons per household) resulted in an overall rise in the number of households (+3%). This modest increase, however, pales in comparison to the State of New Hampshire's advancement which saw household growth that was four times the pace of Keene's (up 14%). In absolute terms, Keene saw a net increase of three hundred new households to the city.

A high share of single-person households – and declining large households.

Keene has a significantly higher percentage of people living alone (40%) than does the state (27%). Over the past decade there has been a shift towards smaller households with a significant decline in the number of larger households with four or more people.

Families with children declining and increased number of single-parent households.

The proportion of families with children is relatively low in the city and over the past decade there has been a shift in the composition of families, with children with single-parent households comprising a much greater majority of these households in the city compared a decade earlier.

The city has higher-than-average percentage of seniors.

Despite its high concentration of students, the city also includes a slightly higher than average share of households with seniors (aged 65+). What's more, a full three out of five seniors (60%) live alone – well above the New Hampshire rate (41%).

Income levels fall well below the statewide average.

The median income level for Keene registers just over three-quarters (77%) of the statewide level. This may be in part due to the high number of students, but limited means are also reflected in the city's relatively high level of poverty (12% compared to 7% for all of New Hampshire).

Keene lagging in employment growth.

Total employment in the city had started decreasing prior to the pandemic. When economic contraction did come in 2020, Keene was hit harder than the state as a whole and by the end of 2021, the number of jobs in Keene was still 7% below their level five years earlier.

Most common job types in the City have relatively low wages.

The top three jobs in the city include retail salespersons, fast food and counter workers, and cashiers – all of which are positions with median annual earnings of under \$30,000.

TOTAL POPULATION

The City experienced population loss from 2010 to 2020

After a slight rise from 2000 to 2010, the population of Keene showed a mild decline over the 2010 to 2020 timeframe. By 2020 the number of residents was 2.1% above the population in 2000.

City and County populations have stagnated while the State population continues to grow

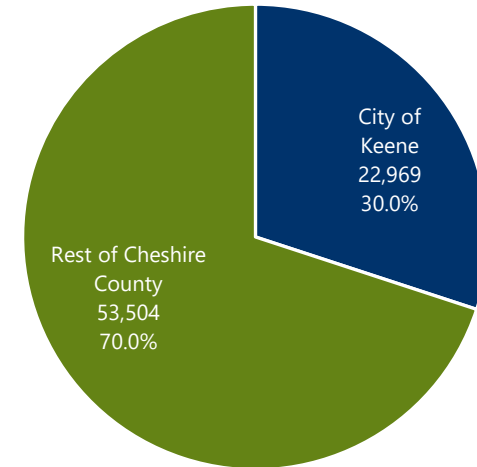
Keene's limited growth (up 2.1% from 2000 to 2020) fell short of the broader Cheshire County increase (up 3.6%). Both Keene and Cheshire County saw growth rates lower than the 11.5% rise seen in the state overall or the US increase of 17.8%.

Total Population

	Population			Percent Change		
	2000	2010	2020	2000-2010	2010-2020	2000-2020
City of Keene	22,563	23,409	23,047	3.7%	-1.5%	2.1%
Cheshire County	73,825	77,117	76,458	4.5%	-0.9%	3.6%
New Hampshire	1,235,786	1,316,470	1,377,529	6.5%	4.6%	11.5%
United States	281,421,906	308,745,538	331,449,281	9.7%	7.4%	17.8%

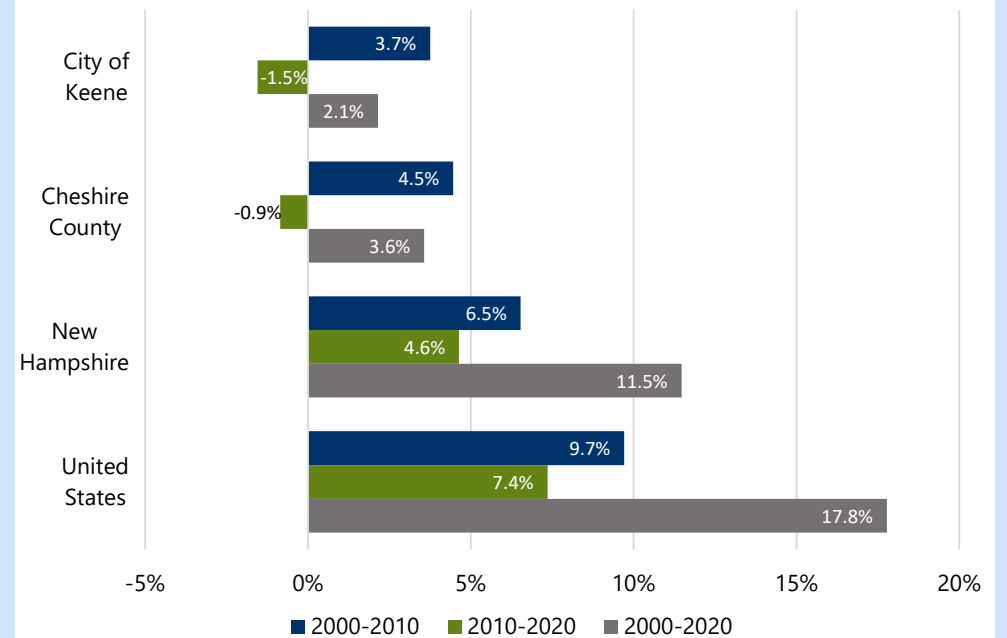
Source: Decennial Census Survey Reports DP1 and P2

Cheshire County Population - 2021



Source: American Community Survey Report S0101

Population Growth - 2000, 2010, and 2020



Source: Decennial Census Reports DP1 and P1

POPULATION PROJECTIONS

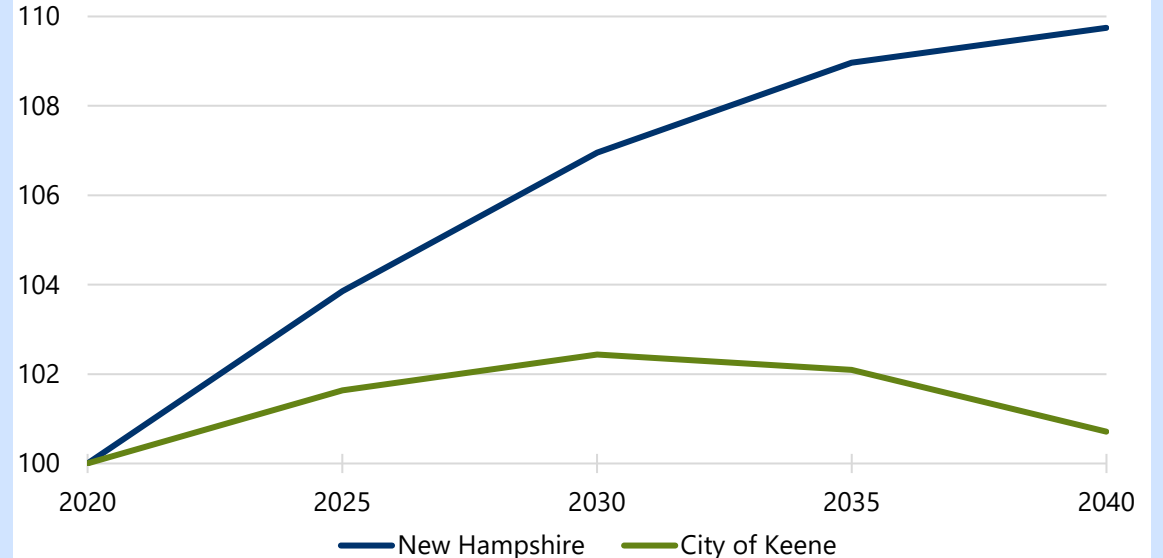
Projections indicate Keene to lag state in growth

The population of Keene is projected to peak around 2030, reaching a total of 23,600 residents. This reflects a modest 2.4% increase over the ten-year timeframe starting in 2020. This restrained growth falls well shy of the rise anticipated at the statewide level as New Hampshire is slated for a 7.0% increase over the same decade long interval. It is important to note that projections are based largely on recent trends and changes in trends may change this projection. It is also important to note that housing need can be driven by other factors unrelated to population growth, including the condition of current housing and changing household needs and preferences.

Population levels have the potential to decline in the long term

Paths continue to diverge later in the forecast horizon with New Hampshire expected to manage an additional 2.6% rise from 2030 to 2040. Meanwhile, the City of Keene is projected to register a net population decline, falling 1.7% over the same timeframe as the total population begins to drop back towards its 2020 level. It is important to note that while population growth can drive housing needs, housing issues also factor into population growth (i.e., housing challenges and constraints have the potential to limit future population growth).

Population Projections - 2020 Level Equals 100



Source: Census Reports P2 and DP05, NH Dept of Business and Economic Affairs

Population Projections

	2020	2025	2030	2035	2040
New Hampshire	1,377,529	1,430,601	1,473,286	1,501,045	1,511,770
5-Yr Growth		3.9%	3.0%	1.9%	0.7%
City of Keene	23,047	23,424	23,608	23,530	23,211
5-Yr Growth		1.6%	0.8%	-0.3%	-1.4%

Source: Census Reports P2 and DP05, NH Dept of Business and Economic Affairs

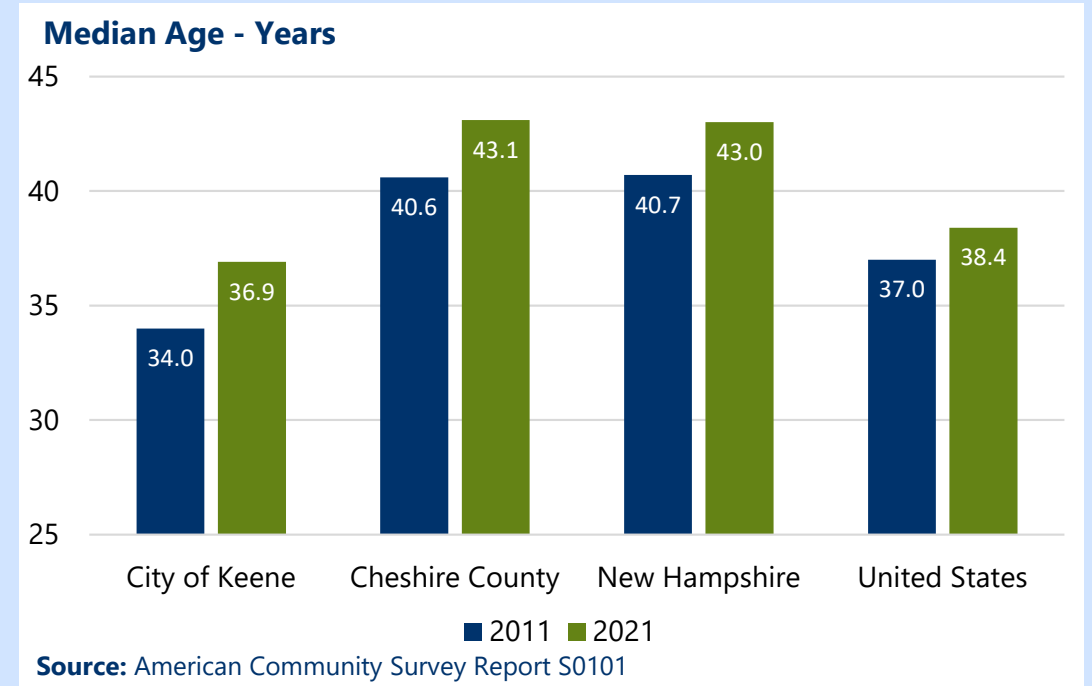
MEDIAN AGE

Keene has a concentration of young adults, driven by the presence of the college.

Median age for the city stands well below levels seen elsewhere in New Hampshire due to the 3,000 plus students attending Keene State College. The median age in Keene is currently 36.9 years – a substantial six (6) years younger than the county and state levels.

Despite the younger population, the City’s population as a whole is aging.

Average and median ages have trended up over the past decade both locally and throughout the region and the nation. The median age in Keene jumped by 2.9 years from 2011 to 2021 – significantly more than the 2.3 year gain seen at the state level. Nevertheless, the level remains well below those of other areas. However, it does suggest that changes in age cohorts may drive a need for new and/or alternative housing types in the city.



	City of Keene	Cheshire County	New Hampshire	United States
2011	34.0	40.6	40.7	37.0
2021	36.9	43.1	43.0	38.4
Change 2011 to 2021	2.9	2.5	2.3	1.4

Source: American Community Survey Report S0101

AGE BY COHORT

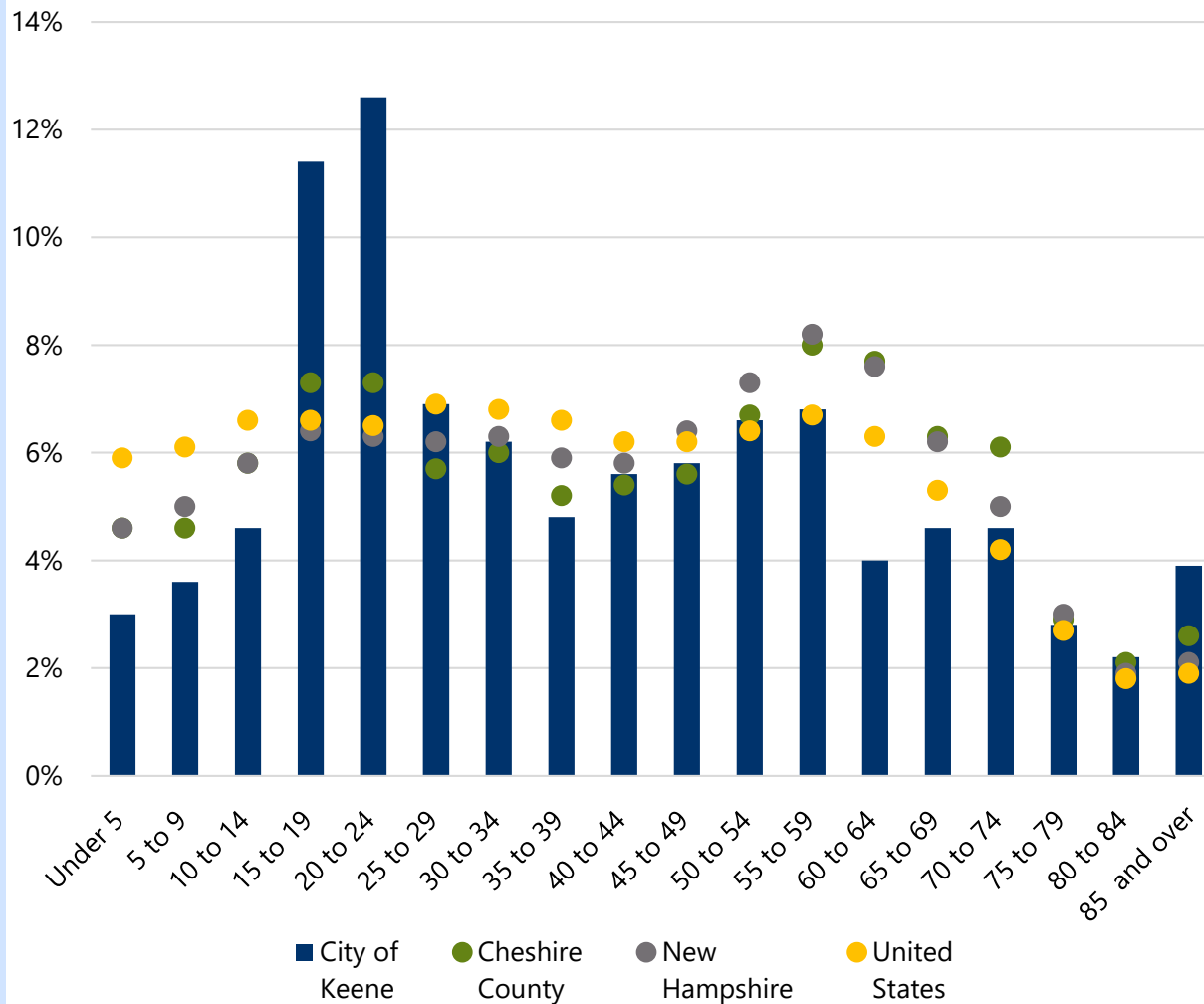
College age students represent the large age cohorts

Due to the high concentration of students, nearly one-quarter (24%) of all residents fall into the 15- to 24-year-old age cohort – nearly twice the statewide proportion (12.7%).

As a result, the proportion of other age cohorts are relatively lower

With the high proportion of young adults, the concentration of most all other age cohorts are reduced well below the statewide shares. The exception is found at the upper end where those aged 80 years and more make up a full 6% of the population compared to 4% for all of New Hampshire. While the age cohort distribution is skewed by the concentration of younger students, there is a notable difference between Keene and both the county and state in the proportion of population age 60 to 64, typically empty nesters and households nearing retirement.

Share of Population by Age Cohort - 2021



Source: American Community Survey Report

AGE COHORT TRENDS

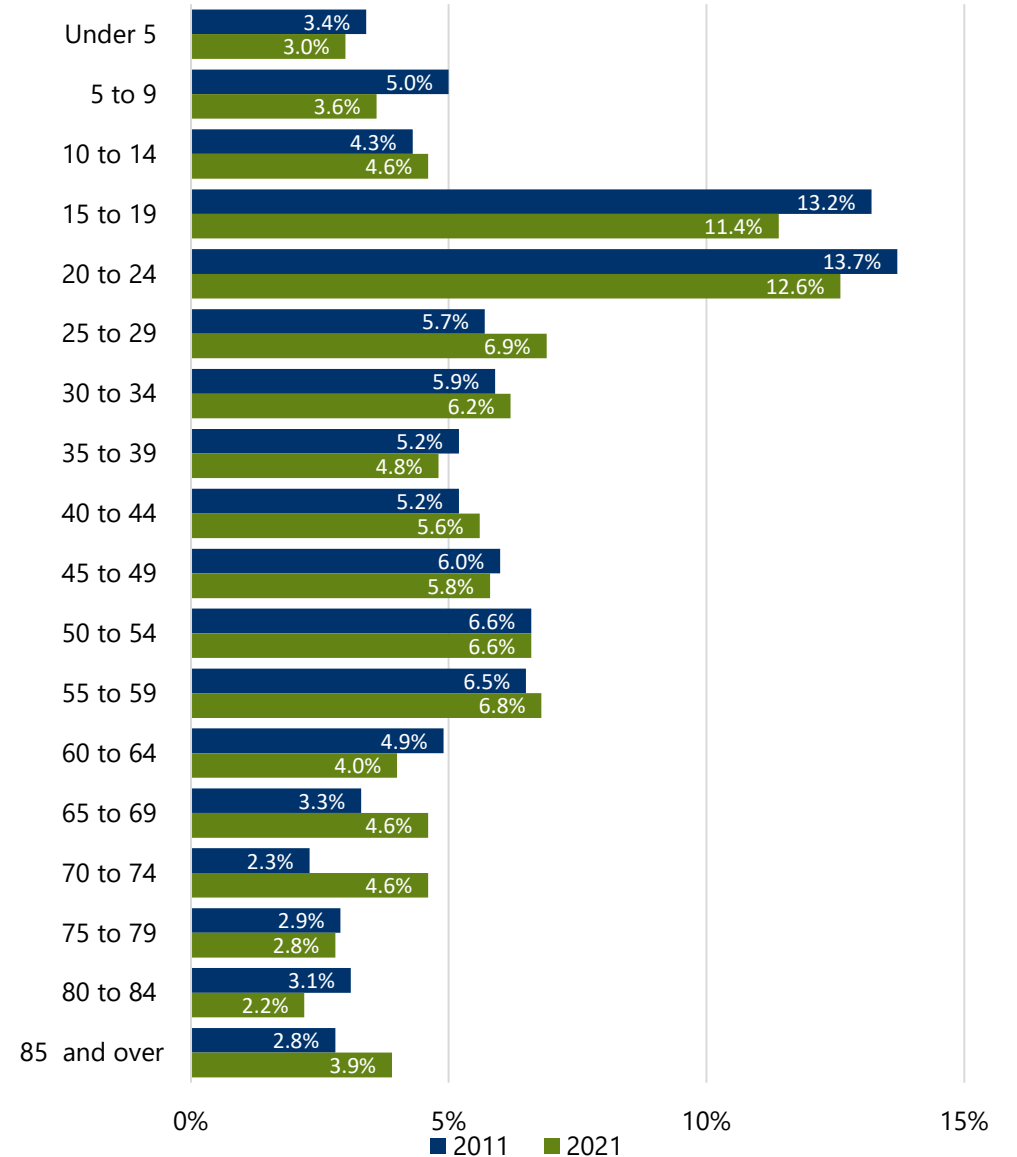
The student composition of the city population has declined (modestly)

Despite the exceptionally strong share (24%) of the current population made up of residents aged 15 to 24, this figure was higher in 2011 when 27% of the total population was made up by this age group.

The senior proportion of the population has grown

The share of population aged 65 years and older jumped by 3.7% over the ten-year period running from 2011 to 2021.

Share of Population - City of Keene



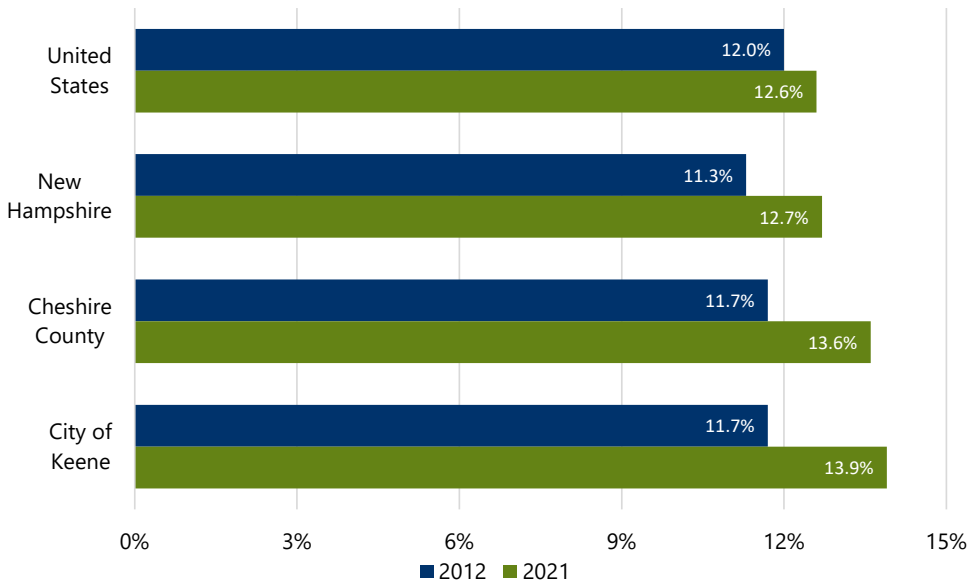
Source: American Community Survey Report S0101

SPECIAL POPULATIONS

The City has seen growth in the proportion of the population with disabilities

The population of persons with disabilities is rising throughout the country and in the State of New Hampshire. The increases seen locally, however, have outpaced state and national trends. The City of Keene saw an increase of over 2% in the number of residents with disabilities from 2012 to 2021 – significantly greater than seen in the larger state and national populations. The trends indicate that the city may be seeing increased need for housing suitable for this population, including accessible units.

Population with Disabilities - Percent of Total

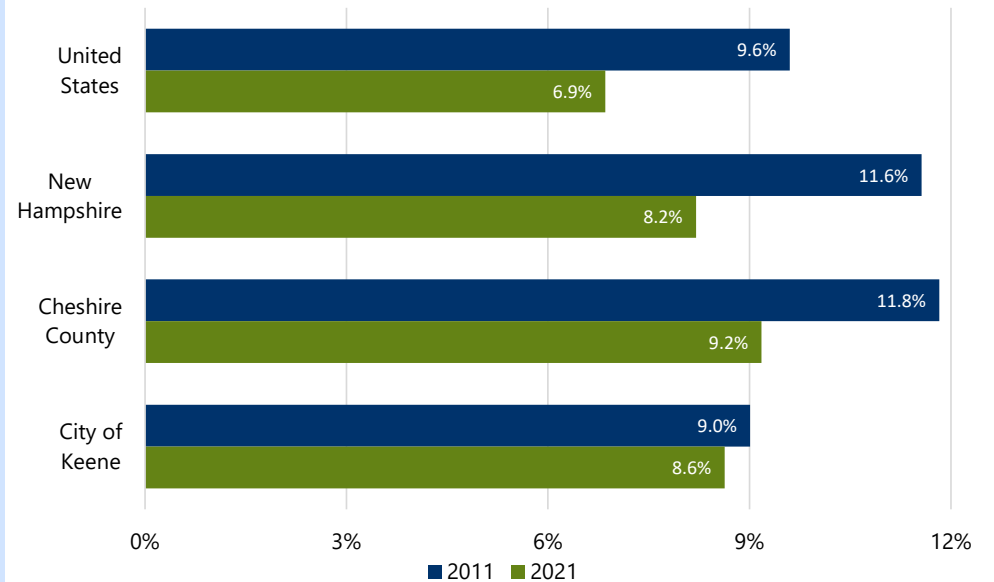


Source: American Community Survey Report S1810

The proportion of veterans in the City has remained relatively stable

The share of the nation's population of veterans dropped sharply over the ten-year period between 2011-2021, falling 2.7% (from 9.6% to 6.9%). The decline at the state level was even more pronounced, slipping 3.4% (11.6% to 8.2%). However, the reduction in the City of Keene was a very modest 0.4%, dropping to 8.6% and now standing above the state and national rates.

Veteran Population - Percent of Total



Source: American Community Survey Report DP02

TRENDS IN RACE/ETHNICITY

The City's diversity is generally on par with Cheshire County and state as a whole

With only one out of fourteen residents reporting as non-white, the population of Keene is similar to New Hampshire overall (one out of eleven are non-white). The second greatest population concentration by race are residents that identify as being two or more races (3.8%) followed by those identifying as Black/African American (1.5%).

Race - 2021

	United States	New Hampshire	Cheshire County	City of Keene
White	68.2%	91.0%	94.4%	93.1%
Black/African American	12.6%	1.6%	0.8%	1.5%
American Indian/Alaska Native	0.8%	0.1%	0.2%	0.1%
Asian	5.7%	2.7%	0.8%	0.5%
Native Hawaiian/Other Pacific Islander	0.2%	0.0%	0.0%	0.0%
Other Single Race	5.6%	0.8%	0.5%	0.9%
Two or more races	7.0%	3.7%	3.4%	3.8%
Total	100.0%	100.0%	100.0%	100.0%
Hispanic or Latino*	18.4%	4.1%	2.1%	3.5%

*Note: Hispanic ethnicity independent of race

Source: American Community Survey Report DP05

Diversity in the City has been increasing

Over the past decade, the non-White population of Keene has gone from being approximately 4.4% of the overall population to 6.9%.

The white population in Keene declined by nearly 5% while the Asian population declined most significantly according to Census estimates with 334 fewer self-identifying Asian residents in 2021 compared to 2011 representing a 73% decline.

At the same time, the population of other races has increased including the Black/African American population that grew by 153 people and those identifying as two or more races more than tripling over the past decade.

It is important to note that trends in the racial composition of the City are likely affected by individual reporting and do not necessarily indicate actual population shifts. Recent census data collections have shown a trend at the national level for a shift towards selecting two or more races.

Population by Race - City of Keene

	Population		Change	
	2011	2021	Level	Growth
White	22,447	21,381	-1,066	-4.7%
Black/African American	196	349	153	78.1%
American Indian/Alaska Native	61	31	-30	-49.2%
Asian	457	123	-334	-73.1%
Native Hawaiian/Other Pacific Islander	0	7	7	-
Other Single Race	119	196	77	64.7%
Two or more races	196	882	686	350.0%
Total	23,476	22,969	-507	-2.2%
Hispanic or Latino*	500	793	293	58.6%

*Note: Hispanic ethnicity independent of race

Source: American Community Survey Report DP05

HOUSEHOLDS

The number of households has seen growth in the city

Reversing a decline seen over the 2000 to 2010 timeframe, the number of households rebounded over the decade from 2010 to 2020, gaining nearly 4%.

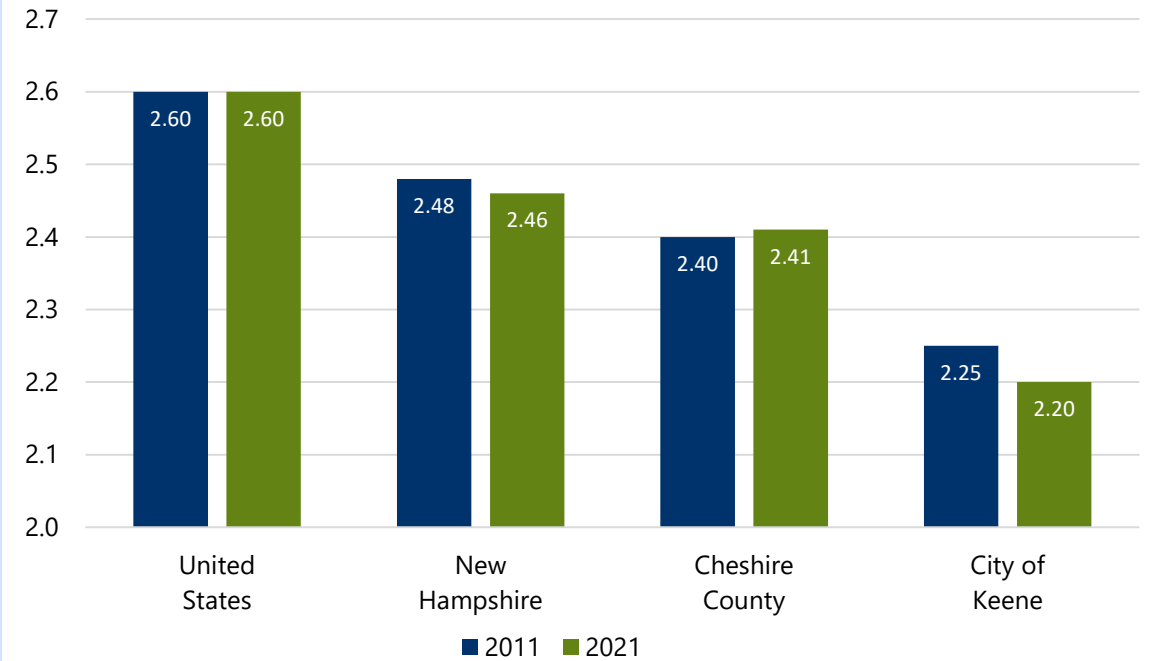
This rise is quite muted, however, compared to the gains seen elsewhere. From 2000 to 2020, Cheshire County grew at twice the rate seen by Keene while the State of New Hampshire expanded several times faster.

Growth in households is due largely to declining household sizes

Population levels in Keene have declined over the past decade but recent declines in household size resulted in overall gains in the number of households. Over the ten years ending in 2021, the average household size in the city dropped by more than 2%.

Again, this stands in contrast to the county, state, and country which all essentially held steady in terms of household size over this timeframe.

Average Household Size



Source: American Community Survey Report S1101

Total Households

	Households			Percent Change		
	2000	2010	2020	2000-2010	2010-2020	2000-2020
City of Keene	8,955	8,903	9,239	-0.6%	3.8%	3.2%
Cheshire County	28,299	30,087	30,513	6.3%	1.4%	7.8%
New Hampshire	474,606	513,804	539,116	8.3%	4.9%	13.6%
United States	105,480,101	114,235,996	122,354,219	8.3%	7.1%	16.0%

Source: Decennial Census Survey Reports DP1 and P02

HOUSEHOLD SIZE DETAIL

Keene is more heavily skewed toward 1-person households

Compared to the county, state, and nation, Keene has significantly more 1-person households than these other geographies. This is due in part to its heavy concentration of very young and very old adults.

Households by Number of Residents in Keene

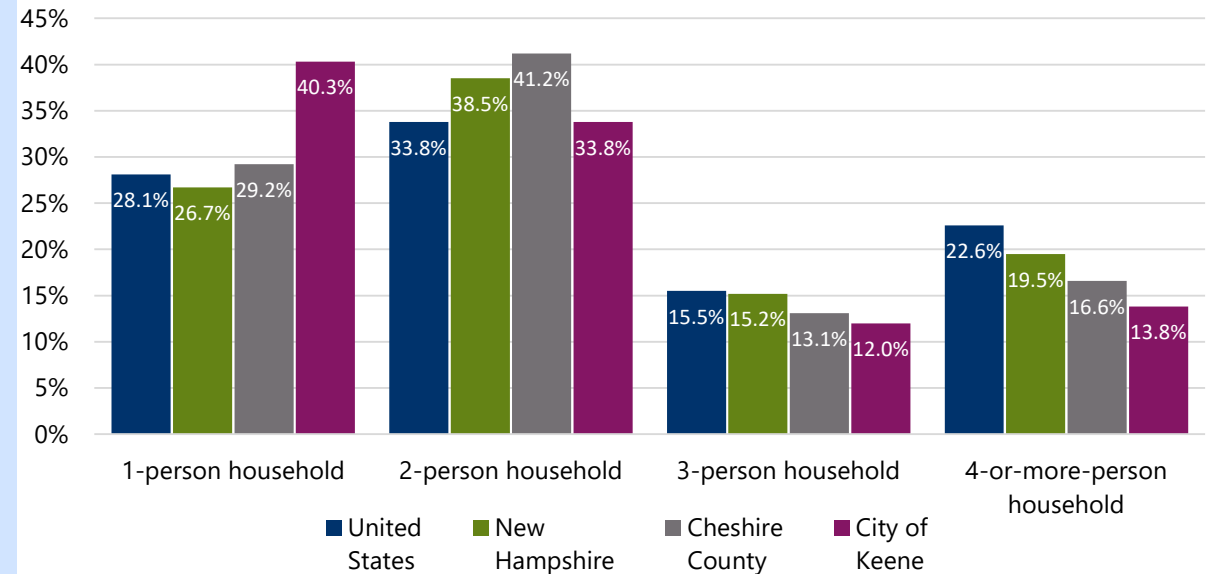
	2011	2021	Change	Growth
1-person household	3,033	3,679	646	21.3%
2-person household	3,205	3,086	-119	-3.7%
3-person household	1,147	1,096	-51	-4.4%
4-or-more-person household	1,643	1,260	-383	-23.3%
Total	9,028	9,121	93	1.0%

Source: American Community Survey Report S2501

The past decade has seen a significant shift towards 1-person households while larger households have declined

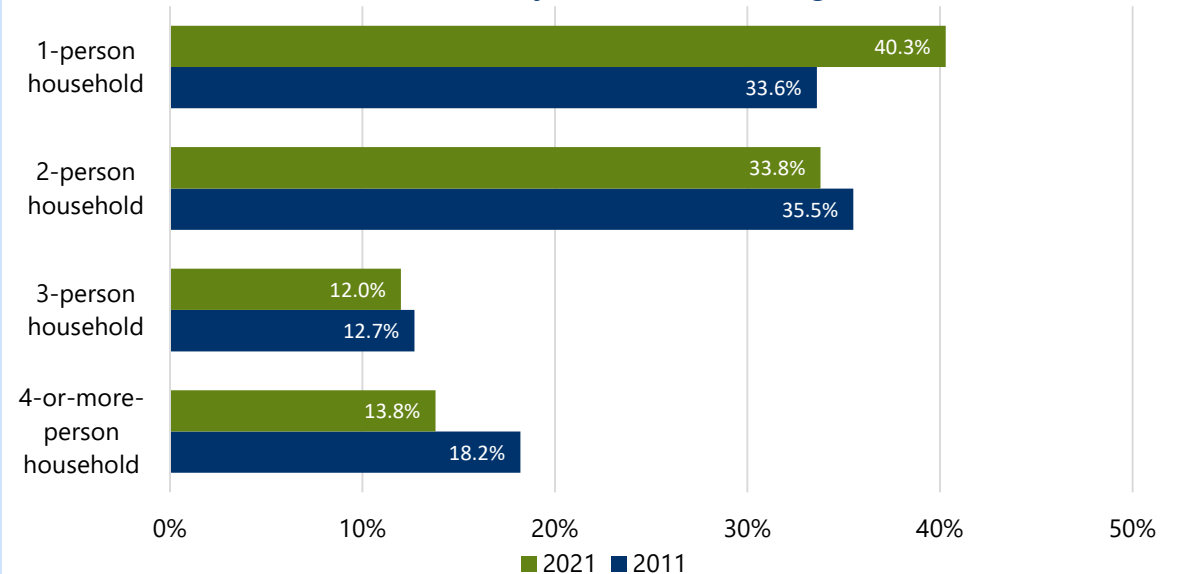
1-person households have increased in distribution in Keene over the last decade, while all other household sizes have shrunk. Notably, the number of 4-or-more person households has declined significantly with 383 fewer residents living in these large households in 2021 compared to 2011.

Household Size Distribution - Percentages in 2021



Source: American Community Survey Report S2501

Household Size Distribution for The City of Keene - Percentages



Source: American Community Survey Report S2501

FAMILIES WITH CHILDREN

Keene has a relatively low percentage of family households

Only 49.7% of households in the City of Keene are family households, which is well below the proportions seen in the broader county or state where shares exceed 60%.

Family households have relatively fewer children

For families living in Keene, over one-third (37%) include children under 18 years of age. That is somewhat lower than the New Hampshire rate of 41% and well under the national proportion, which stands at 46%.

Households by Type - 2021

Households	United States	New Hampshire	Cheshire County	City of Keene
Total Occupied Housing Units	124,010,992	540,498	29,991	9,130
Family households	65.1%	65.2%	61.3%	49.7%
With children under 18 years	30.1%	26.6%	23.2%	18.5%
Families without children	35.0%	38.6%	38.1%	31.2%
Nonfamily households	34.9%	34.8%	38.7%	50.3%
Living alone	28.1%	26.7%	29.2%	40.3%
Not living alone	6.8%	8.1%	9.5%	10.0%
Total	100.0%	100.0%	100.0%	100.0%

Source: American Community Survey Report S2501

Families and Nonfamilies

Under the U.S. Census Bureau definition, family households consist of two or more individuals who are related by birth, marriage, or adoption, although they also may include other unrelated people. Nonfamily households consist of people who live alone or who share their residence with unrelated individuals.

FAMILIES WITH CHILDREN

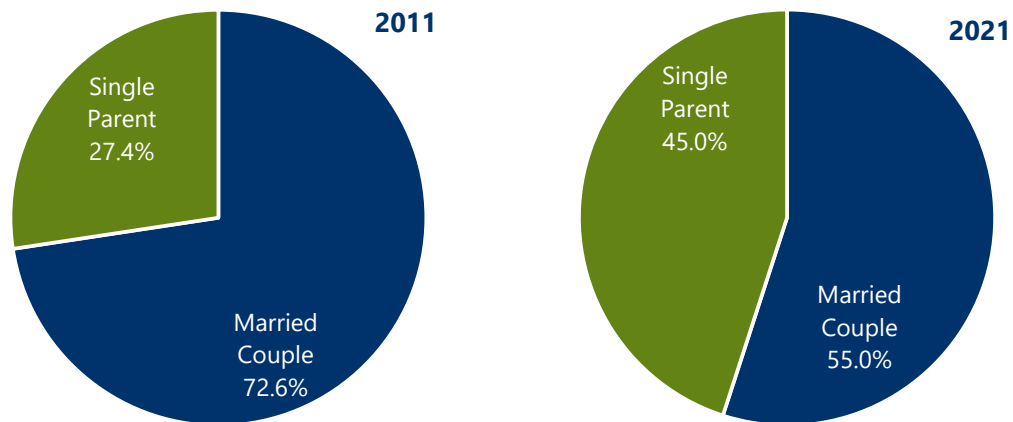
Keene has a much higher than average concentration of single parent families with children than New Hampshire overall

Of families with children in Keene, 45.0% include just one parent, a much higher rate than the 29.4% and 28.0% found at the county and state levels, respectively.

The share of single-parent families has grown

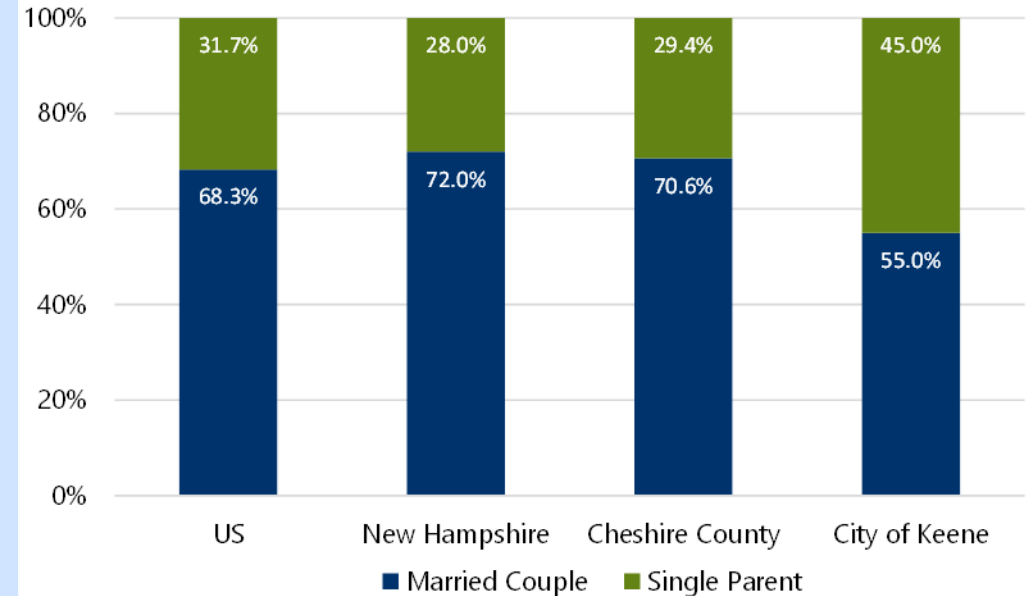
In 2011 the proportion of single parent households among all families with children measured 27.4%. That share jumped 17.6 percentage points over the following 10 years (through 2021).

Families with Children - Keene



Source: American Community Survey Report B1100:

Families with Children - Shares in 2021



Source: American Community Survey Report B11003

SENIOR HOUSEHOLDS

Keene's senior population has increased along with the neighboring geographies, albeit at a lower rate

The percent of senior households in Keene have increased over the last decade from 25.8% to 28.9%. This 3% increase, however, falls short of the increases seen throughout the rest of Cheshire County, the State of New Hampshire, or the country as a whole.

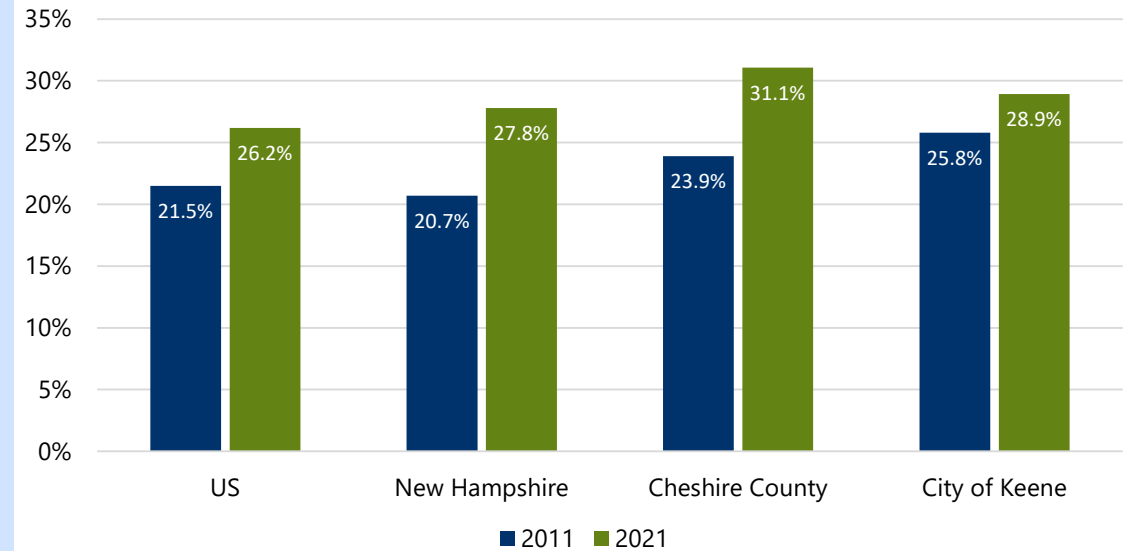
A relatively high proportion of senior households, however, live alone in Keene

A full 60.6% of senior households in Keene live alone, significantly higher than the low 40% share found in the county, state, and national levels.

The share of seniors living alone has grown in Keene

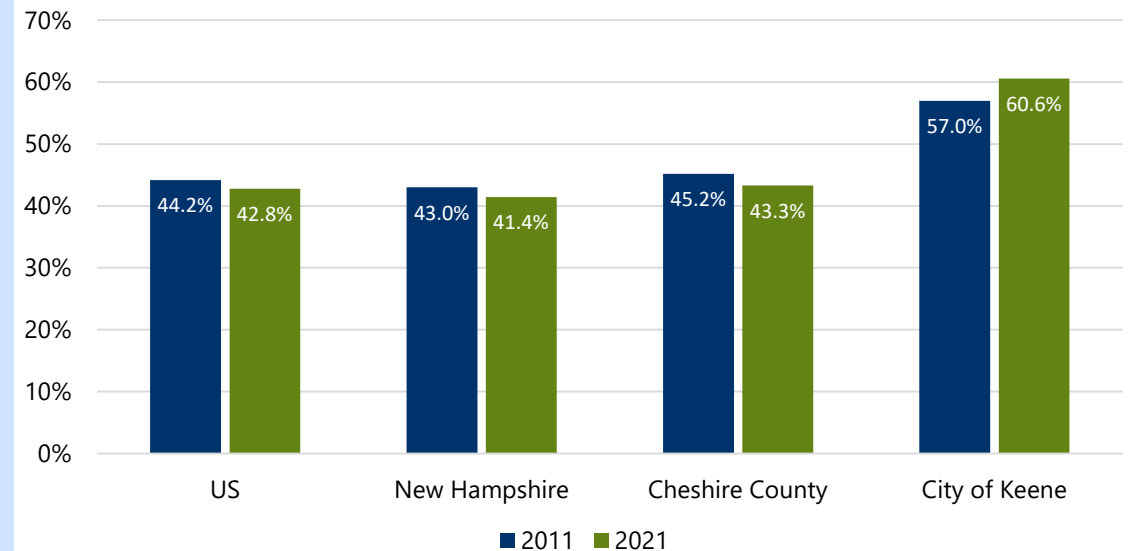
Over the past decade, Cheshire County, New Hampshire, and the US overall saw a decreasing share seniors living on their own, while in Keene that share increased by 3.6 percentage points from 57% to 60.6% in the city.

Households with Seniors (65+) - Percent



Source: American Community Survey Report S2501

Senior (65+) Households Living Alone - Percent



Source: American Community Survey Report S2501

MEDIAN INCOME

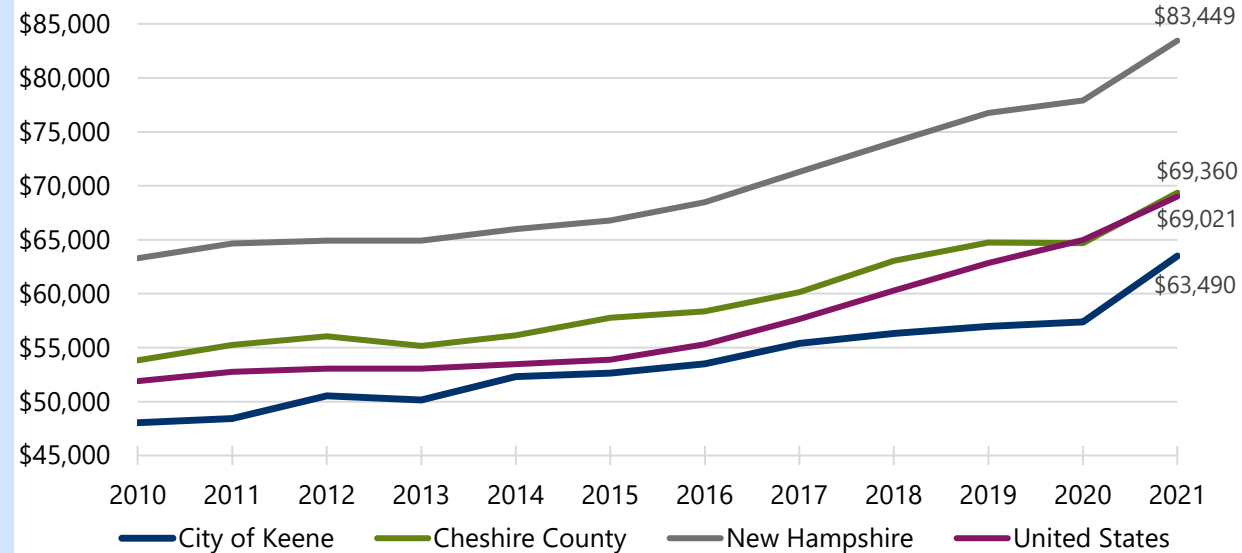
Keene has witnessed increased household incomes over the last decade, but still fall short of statewide level

The 2021 median household income level in Keene reached \$63,490, \$6,000 less than the county and national levels and more than \$20,000 below the state level of \$83,449. However, it should be noted that the concentration of college students accounts for at least part of this income discrepancy.

Income growth rates in Keene in line with the overall New Hampshire increase

Since 2012, income levels increased by 31% in Keene, higher than the 26% seen at the county level and in line with the state and national gains of 29% and 31% (respectively).

Median Household Income



Source: American Community Survey Report S1901

COMPOSITION OF INCOME BY BRACKET

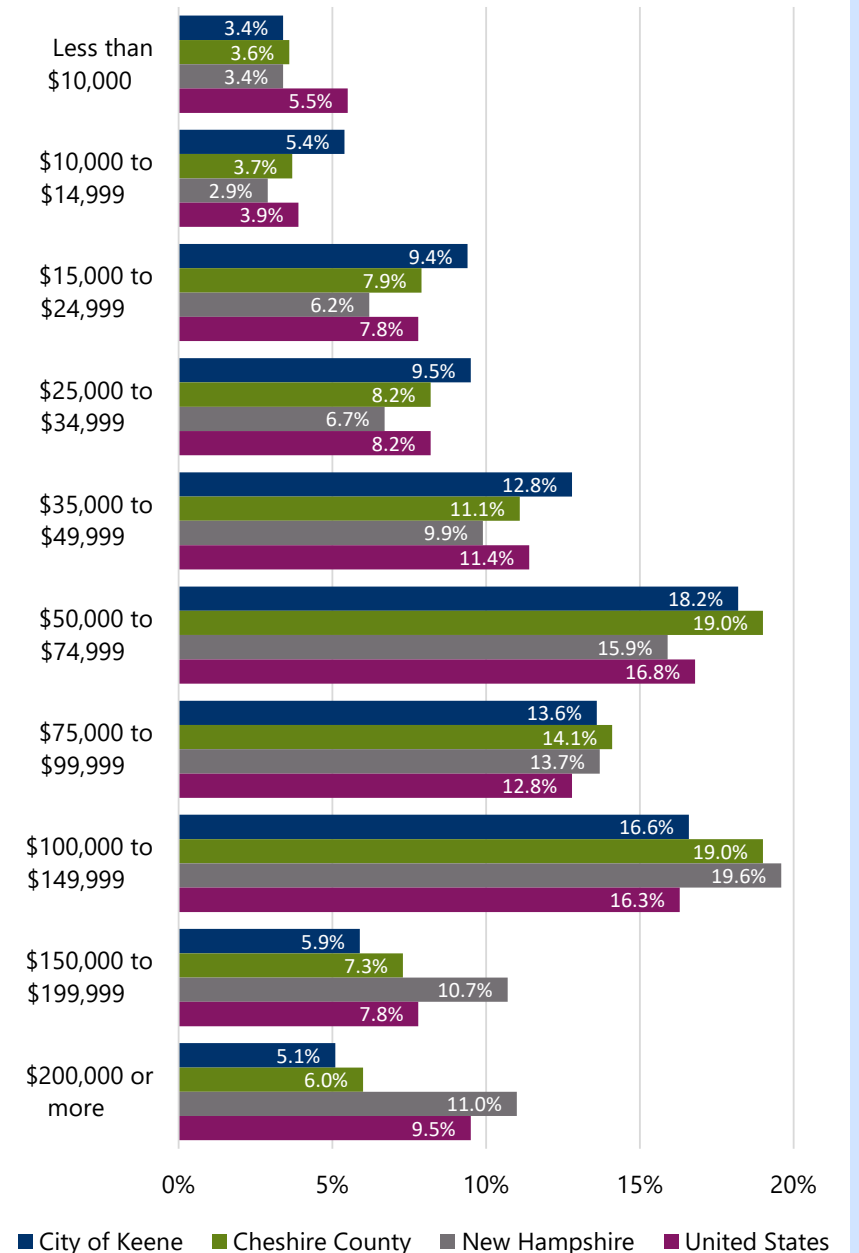
Keene's distribution of households skew towards households on the lower end of the income brackets

Approximately 59% of Keene households make less than \$50,000, a share higher than the county (53.5%), state (45.0%), and nation (53.6%).

Keene has a relatively smaller share of households in upper-income brackets

Nearly 28% of Keene households make more than \$100,000, a share lower than the county (32.3%), state (41.3%), and nation (33.6%).

Income Distribution by Household - 2021



Source: American Community Survey Report S1901

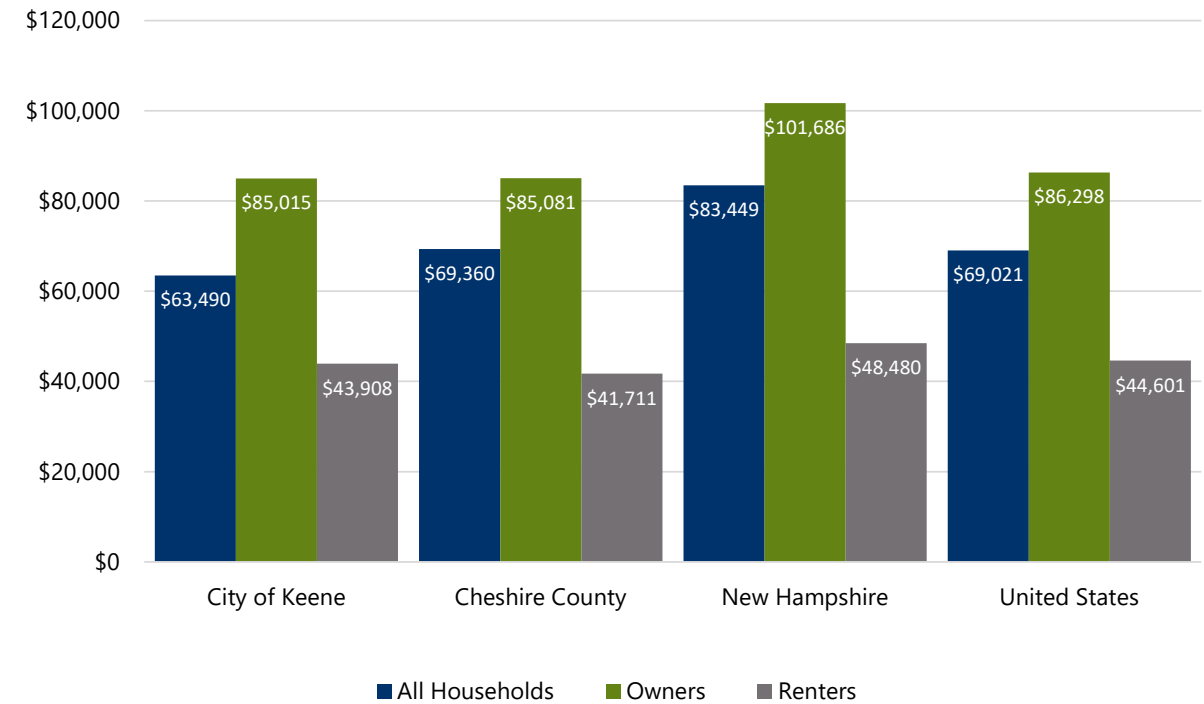
INCOME BY HOUSEHOLD STATUS

While Keene overall has lower median household income than New Hampshire, the difference is largely confined to those who own homes.

For renter households, income levels do not differ drastically from the state, county, or nation as a whole, at about \$4,500 lower than the New Hampshire median.

There are significant differences among owner households, however, where the difference between the city to the state exceeds \$16,500 with owner occupied households in Keene having lower household incomes.

Median Household Income by Owner/Renter Status - 2021



Source: American Community Survey Report S2503

POVERTY

The proportion of Keene’s population in poverty is higher than the state and county but is below the national rate

Nearly 12% of Keene’s population currently lives in poverty. While this is on par with the national rate (13%), it registers slightly higher than the Cheshire County measure (10%) and well above the overall share in New Hampshire (7%).

This relationship is largely reflected in the share of children in poverty with Keene showing a slightly higher percentage (13%) over Cheshire County (12%) and several points higher than New Hampshire (9%).

Over the last decade there has, however, been notable improvement

Since 2012, the share of Keene’s population in poverty has declined significantly, falling nearly 6 percentage points from 2012 to 2021. This improvement far exceeds declines seen throughout the balance of Cheshire County, New Hampshire or the nation as a whole.

Populations in Poverty - Percent

2012	United States	New Hampshire	Cheshire County	City of Keene
Total	14.9%	8.4%	10.6%	17.4%
17 years and younger	20.8%	10.9%	11.5%	18.3%
65 years and over	9.4%	6.7%	8.7%	10.8%
2021	United States	New Hampshire	Cheshire County	City of Keene
Total Pop	12.6%	7.4%	9.8%	11.6%
17 years and younger	17.0%	9.3%	12.2%	13.3%
65 years and over	9.6%	6.5%	7.2%	6.6%
2012 to 2021 Change	United States	New Hampshire	Cheshire County	City of Keene
Total Pop	-2.3%	-1.0%	-0.8%	-5.8%
17 years and younger	-3.8%	-1.6%	0.7%	-5.0%
65 years and over	0.2%	-0.2%	-1.5%	-4.2%

Source: American Community Survey Report 1701

EMPLOYMENT

In Keene, employment declines were further exacerbated by the COVID-19 Pandemic

After suffering declines in 2018 & 2019, Keene was hit harder than the rest of the state by employment declines during the pandemic with total jobs declining by 6.0% compared to 5.0% for New Hampshire as a whole.

Economic rebound was slower in Keene than in New Hampshire as a whole

The state rebounded more quickly than Keene going into 2021. As a net result, the state essentially regained level of employment seen in 2017 while the City of Keene remains down 7% - accounting for a job loss of more than 1,350 jobs.

Employment Trends - Total Number of Jobs

	2017	2018	2019	2020	2021	5-Year Change
City of Keene	18,502	18,000	17,857	16,778	17,144	-7.3%
Y/Y Chg		-2.7%	-0.8%	-6.0%	2.2%	
Cheshire County	35,104	34,824	34,880	32,960	34,004	-3.1%
Y/Y Chg		-0.8%	0.2%	-5.5%	3.2%	
New Hampshire	739,435	743,479	748,825	711,521	737,349	-0.3%
Y/Y Chg		0.5%	0.7%	-5.0%	3.6%	

Source: Lightcast

EMPLOYMENT BY INDUSTRY

Only five industries employ more than 1,000 employees in Keene

Health Care and Social Assistance employed the greatest share of employees at 19.9%, followed by Retail Trade (14.4%), Government (13.9%), Accommodation and Food Services (8.9%), and Manufacturing (7.7%).

Employment by Industry - City of Keene - 2021

	2021 Jobs	Share
Health Care and Social Assistance (62)	3,258	19.0%
Retail Trade (44)	2,468	14.4%
Government (90)	2,381	13.9%
Accommodation and Food Services (72)	1,527	8.9%
Manufacturing (31)	1,327	7.7%
Management of Companies and Enterprises (55)	974	5.7%
Finance and Insurance (52)	954	5.6%
Other Services (except Public Administration) (81)	815	4.8%
Construction (23)	685	4.0%
Educational Services (61)	582	3.4%
Professional, Scientific, and Technical Services (54)	508	3.0%
Admin & Support and Waste Mgt & Remediation Svcs (56)	402	2.3%
Transportation and Warehousing (48)	371	2.2%
Arts, Entertainment, and Recreation (71)	249	1.5%
Wholesale Trade (42)	207	1.2%
Real Estate and Rental and Leasing (53)	199	1.2%
Information (51)	113	0.7%
Agriculture, Forestry, Fishing and Hunting (11)	93	0.5%
Utilities (22)	18	0.1%
Mining, Quarrying, and Oil and Gas Extraction (21)	9	0.1%
Unclassified Industry (99)	6	0.0%
Total	17,144	100.0%

Source: Lightcast

TOP 25 LARGEST SUB-INDUSTRIES

“Restaurants and Other Eating Places” lead all Sub-Industries in employment

The remaining top five sub-industries are: Education-State Government (982), General Medical and Surgical Hospitals (982), Management of Companies and Enterprises (974), and Education-Local Government (813).

Top 25 Largest Sub-Industries in Keene - 2021

	2021 Jobs
Restaurants and Other Eating Places (72251)	1,418
Education (State Government) (90261)	982
General Medical and Surgical Hospitals (62211)	982
Management of Companies and Enterprises (55111)	974
Education (Local Government) (90361)	813
Direct Insurance (except Life, Health, and Medical) Carriers (52412)	427
Industrial Machinery Manufacturing (33324)	426
Department Stores (45221)	350
Supermarkets and Other Grocery (except Convenience) Stores (44511)	340
Offices of Physicians (62111)	336
Colleges, Universities, and Professional Schools (61131)	326
New Car Dealers (44111)	291
Nursing Care Facilities (Skilled Nursing Facilities) (62311)	281
All Other Fabricated Metal Product Manufacturing (33299)	272
Local Government, Excluding Education and Hospitals (90399)	264
Home Centers (44411)	232
Accounting, Tax Preparation, Bookkeeping, and Payroll Services (54121)	221
Home Health Care Services (62161)	208
Federal Government, Military (90120)	202
Elementary and Secondary Schools (61111)	192
Offices of Dentists (62121)	183
Vocational Rehabilitation Services (62431)	181
Insurance Agencies and Brokerages (52421)	180
Framing Contractors (23813)	174
Other Individual and Family Services (62419)	160

Source: Lightcast

TOP 25 GROWING SUB-INDUSTRIES

Only two economic sub-sectors saw an increase of over 100 jobs over the last decade

All Other Fabricated Metal Product Manufacturing led all sub-industries in growth, increasing by 138 jobs over the decade. Accounting, Tax Prep, Bookkeeping, and Payroll Services followed with an increase of 108 jobs.

Top 25 Growing Sub-Industries in Keene - 2011 to 2021

	2011 Jobs	2021 Jobs	Increase
All Other Fabricated Metal Product Manufacturing (33299)	133	272	138
Accounting, Tax Prep, Bookkeeping, and Payroll Services (54121)	113	221	108
Other Insurance Related Activities (52429)	17	104	86
Services for the Elderly and Persons with Disabilities (62412)	41	123	82
Couriers and Express Delivery Services (49211)	61	136	75
Gen Merch Stores, incl Warehouse Clubs & Supercenters (45231)	54	129	74
Other Outpatient Care Centers (62149)	5	66	61
General Medical and Surgical Hospitals (62211)	923	982	58
Offices of Physical, Occ & Speech Therapists/Audiologists (62134)	22	77	55
Home Centers (44411)	179	232	54
Framing Contractors (23813)	128	174	47
All Other Personal Services (81299)	12	51	39
Offices of Dentists (62121)	146	183	37
Offices of Physicians (62111)	301	336	35
Other Nondepository Credit Intermediation (52229)	12	42	30
Janitorial Services (56172)	28	58	29
Other Building Material Dealers (44419)	64	90	27
Residential Mental Health and Substance Abuse Facilities (62322)	5	31	26
Elementary and Secondary Schools (61111)	167	192	25
Independent Artists, Writers, and Performers (71151)	21	45	24
All Other Food Manufacturing (31199)	5	29	24
General Warehousing and Storage (49311)	90	114	23
Interurban and Rural Bus Transportation (48521)	5	27	22
Bowling Centers (71395)	10	32	21
Civic and Social Organizations (81341)	67	88	21

Source: Lightcast

AVERAGE EARNINGS

While earnings increased 14.2% from 2017-2021, they declined slightly from 2020-2021

While average earnings increased in Keene year over year from 2017-2020, they fell by just over half a percent from 2020 to 2021. In 2021 the average earnings per job in Keene was \$62,651.

Five-year earnings gains in Keene have lagged the state and national rates of growth

The growth for the county and state, 16.0% and 28.0% has outpaced that of the 14.2% seen in Keene, with the statewide growth being almost double the rate found in the city.

Average Earnings per Job

	2017	2018	2019	2020	2021	5-Year Change
City of Keene	\$54,864	\$57,088	\$57,658	\$63,058	\$62,651	14.2%
Y/Y Chg		4.1%	1.0%	9.4%	-0.6%	
Cheshire County	\$53,232	\$55,140	\$56,159	\$61,055	\$61,726	16.0%
Y/Y Chg		3.6%	1.8%	8.7%	1.1%	
New Hampshire	\$64,137	\$66,401	\$68,645	\$74,715	\$82,113	28.0%
Y/Y Chg		3.5%	3.4%	8.8%	9.9%	

Source: Lightcast

EMPLOYMENT BY OCCUPATION

Overall employment has decreased by 1,900 jobs from 2011-2021

Only five occupations saw an increase in jobs from 2011-2021. Transportation and Material Moving saw the largest increase (80 jobs) followed by Healthcare Practitioners and Technical (64 jobs), Community and Social Service (45 jobs), Business and Financial Operations (22 jobs), and Farming, Fishing, and Forestry (2 jobs).

Employment Change by Occupation in Keene

Type of Occupation	2011 Jobs	2021 Jobs	2011 to 2021 Chg in Jobs	2021 Med Ann Earnings
Transportation and Material Moving (53)	1,053	1,133	80	\$31,723
Healthcare Practitioners and Technical (29)	1,169	1,233	64	\$69,766
Community and Social Service (21)	427	472	45	\$41,400
Management (11)	1,229	1,260	31	\$91,454
Business and Financial Operations (13)	1,083	1,105	22	\$63,249
Farming, Fishing, and Forestry (45)	47	49	2	\$25,294
Protective Service (33)	169	167	-2	\$45,746
Military (55)	108	105	-3	\$32,804
Arts, Design, Entertainment, Sports & Media (27)	274	259	-15	\$45,711
Legal (23)	103	85	-18	\$67,143
Personal Care and Service (39)	389	357	-32	\$27,157
Construction and Extraction (47)	600	556	-45	\$44,275
Life, Physical, and Social Science (19)	155	110	-45	\$63,434
Architecture and Engineering (17)	231	180	-51	\$76,678
Food Preparation and Serving Related (35)	1,624	1,568	-56	\$26,914
Installation, Maintenance, and Repair (49)	578	509	-68	\$46,159
Healthcare Support (31)	918	819	-99	\$32,446
Computer and Mathematical (15)	480	380	-100	\$77,487
Bldg & Grounds Cleaning/Maintenance (37)	556	442	-113	\$28,606
Production (51)	1,118	853	-265	\$37,037
Educational Instruction and Library (25)	1,579	1,311	-268	\$49,047
Sales and Related (41)	2,179	1,844	-335	\$30,817
Office and Administrative Support (43)	2,976	2,347	-629	\$36,683
Total	19,045	17,144	-1,900	

Source: Lightcast

TOP 25 OCCUPATIONS

The top 3 occupations all earn less than \$30,000 annually

Retail Salespersons showed the highest level of employment at 599 jobs in 2021, while earning slightly under \$30,000 annually. This is followed by Fast Food and Counter Workers with 590 jobs and earnings of \$24,600, and Cashiers with 493 jobs and earnings of \$23,600.

Among the top 25 occupations, only 2 earn more than \$70,000

General and Operations Managers earn the most of the top 25 occupations with earnings of \$88,000 annually, Compensation for Postsecondary Teachers also exceeds \$70,000.

Top 25 Occupations in Keene - 2021

	Jobs	Median Annual Earnings
Retail Salespersons (41-2031)	599	\$29,827
Fast Food and Counter Workers (35-3023)	590	\$24,631
Cashiers (41-2011)	493	\$23,611
Registered Nurses (29-1141)	433	\$69,551
Office Clerks, General (43-9061)	396	\$35,967
Stockers and Order Fillers (53-7065)	359	\$30,078
General and Operations Managers (11-1021)	350	\$88,275
Home Health and Personal Care Aides (31-1128)	348	\$27,883
Postsecondary Teachers (25-1099)	328	\$72,944
Customer Service Representatives (43-4051)	286	\$34,150
Admin Assistants, Except Legal, Medical, and Exec (43-6014)	265	\$34,260
Nursing Assistants (31-1131)	253	\$33,102
Bookkeeping, Accounting, and Auditing Clerks (43-3031)	225	\$41,124
Janitors and Cleaners (37-2011)	221	\$27,671
Teaching Assistants, Except Postsecondary (25-9045)	220	\$32,253
First-Line Supervisors of Retail Sales Workers (41-1011)	214	\$45,060
First-Line Supervisors of Office/Administrative Workers (43-1011)	200	\$54,925
Accountants and Auditors (13-2011)	198	\$68,252
Waiters and Waitresses (35-3031)	175	\$23,717
Elementary School Teachers, Except Special Education (25-2021)	163	\$55,080
First-Line Supervisors of Food Preparation/Serving Workers (35-1012)	154	\$37,459
Miscellaneous Assemblers and Fabricators (51-2098)	138	\$33,383
Cooks, Restaurant (35-2014)	137	\$34,494
Educational, Guidance, and Career Counselors/Advisors (21-1012)	134	\$43,854
Secondary School Teachers (25-2031)	130	\$55,620

Source: Lightcast

TOP 25 OCCUPATIONS

Four occupations saw an increase of more than 50 jobs from 2011-2021

General and Operations Managers led all occupations with an increase of 114 jobs, followed by Fast Food and Counter Workers (80 jobs), Educational, Guidance, and Career Counselors and Advisors (67 jobs), and Sales Representatives of Service, Except Advertising, Insurance, Financial Services, and Travel (56 jobs).

Top 25 Occupation Gains in Keene - 2011 to 2021

	2011 Jobs	2021 Jobs	2011 to 2021 Job Increase	2021 Median Annual Earnings
General and Operations Managers (11-1021)	236	350	114	\$88,275
Fast Food and Counter Workers (35-3023)	510	590	80	\$24,631
Educational, Guidance, and Career Counselors and Advisors (21-1012)	66	134	67	\$43,854
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel (41-3091)	49	105	56	\$69,646
Packers and Packagers, Hand (53-7064)	49	92	43	\$21,933
Accountants and Auditors (13-2011)	156	198	42	\$68,252
Substance Abuse and other Mental Health Counselors (21-1018)	50	91	40	\$42,106
Medical Secretaries and Administrative Assistants (43-6013)	81	118	38	\$34,747
Market Research Analysts and Marketing Specialists (13-1161)	45	75	30	\$57,092
First-Line Supervisors of Transport & Material Moving Workers, Excl Air Cargo Handling Supervisors (53-1047)	27	57	30	\$46,239
Animal Caretakers (39-2021)	22	50	28	\$25,991
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	126	154	28	\$37,459
Computer and Information Systems Managers (11-3021)	55	78	23	\$118,375
Shipping, Receiving, and Inventory Clerks (43-5071)	75	97	22	\$34,260
Social and Community Service Managers (11-9151)	29	49	20	\$55,297
Medical Assistants (31-9092)	60	79	19	\$37,280
Light Truck Drivers (53-3033)	107	124	17	\$33,629
Heavy and Tractor-Trailer Truck Drivers (53-3032)	81	98	16	\$44,331
Human Resources Specialists (13-1071)	70	86	16	\$56,028
Nurse Practitioners (29-1171)	24	40	16	\$115,052
Cooks, Short Order (35-2015)	72	86	14	\$26,647
Physical Therapists (29-1123)	38	51	13	\$77,153
Cooks, Restaurant (35-2014)	125	137	12	\$34,494
Training and Development Specialists (13-1151)	37	48	11	\$55,691
Loan Interviewers and Clerks (43-4131)	29	40	11	\$42,775

Source: Lightcast

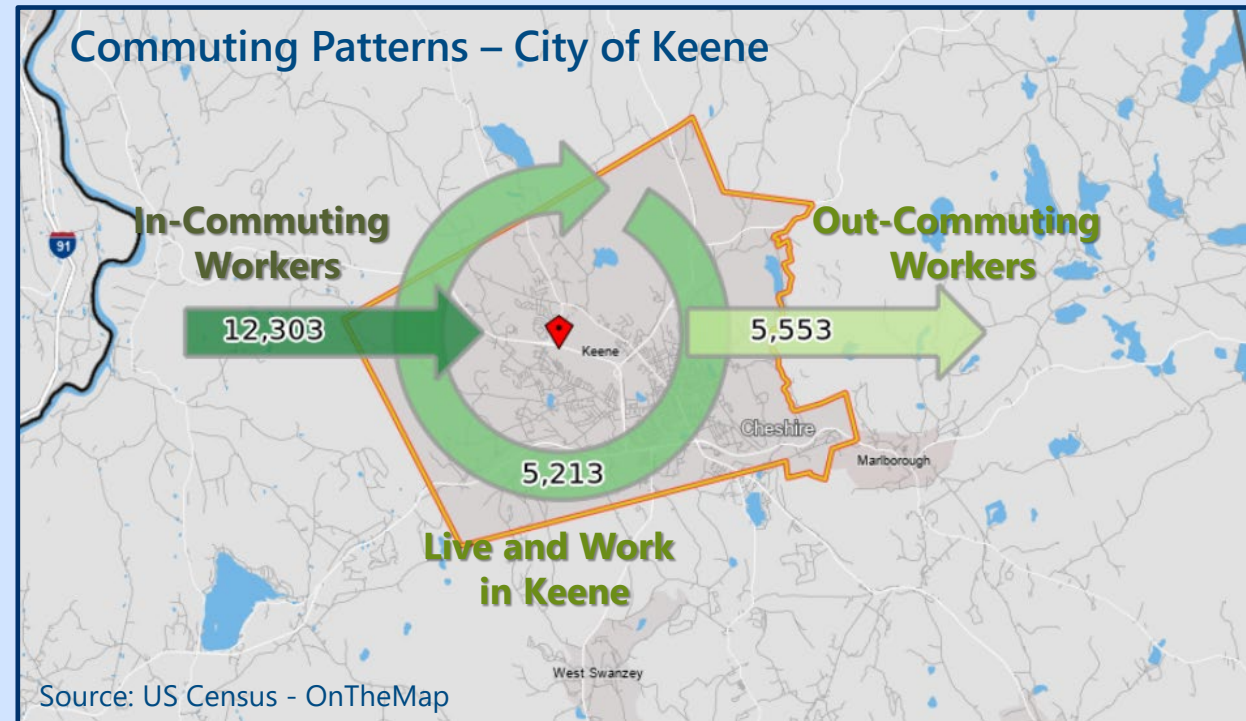
COMMUTING PATTERNS

There is a net inflow of workers to Keene

Only 5,200 of Keene's 17,500 workers, less than one-third, live in the city. The balance, 12,300 commuters, primarily come from surrounding communities in Cheshire County including Swanzey, Chesterfield, Winchester, Marlborough, Walpole, Jaffrey, and others.

At the same time, more than 5,500 Keene residents commute to work outside the city, mostly to surrounding communities.

Note that these figures represent measures as of 2019, the most recent data available, and net in-flows and out-flows may have shifted during the pandemic.



Commute Patterns - 2019

Town/County/State	Keene Residents Work in:		Keene Workers Live in:	
	Level	Percent	Level	Percent
City of Keene (Cheshire, NH)	5,213	29.8%	5,213	48.4%
Swanzey (Cheshire, NH)	1,530	8.7%	430	4.0%
Chesterfield (Cheshire, NH)	546	3.1%	154	1.4%
Winchester (Cheshire, NH)	513	2.9%	107	1.0%
Marlborough (Cheshire, NH)	319	1.8%	71	0.7%
Walpole (Cheshire, NH)	289	1.6%	97	0.9%
Manchester (Hillsborough, NH)	265	1.5%	191	1.8%
Jaffrey (Cheshire, NH)	216	1.2%	127	1.2%
Peterborough (Hillsborough, NH)	195	1.1%	174	1.6%
Brattleboro (Windham, VT)	171	1.0%	414	3.8%
All Other Locations	8,259	47.2%	3,788	35.2%
Total	17,516	100.0%	10,766	100.0%

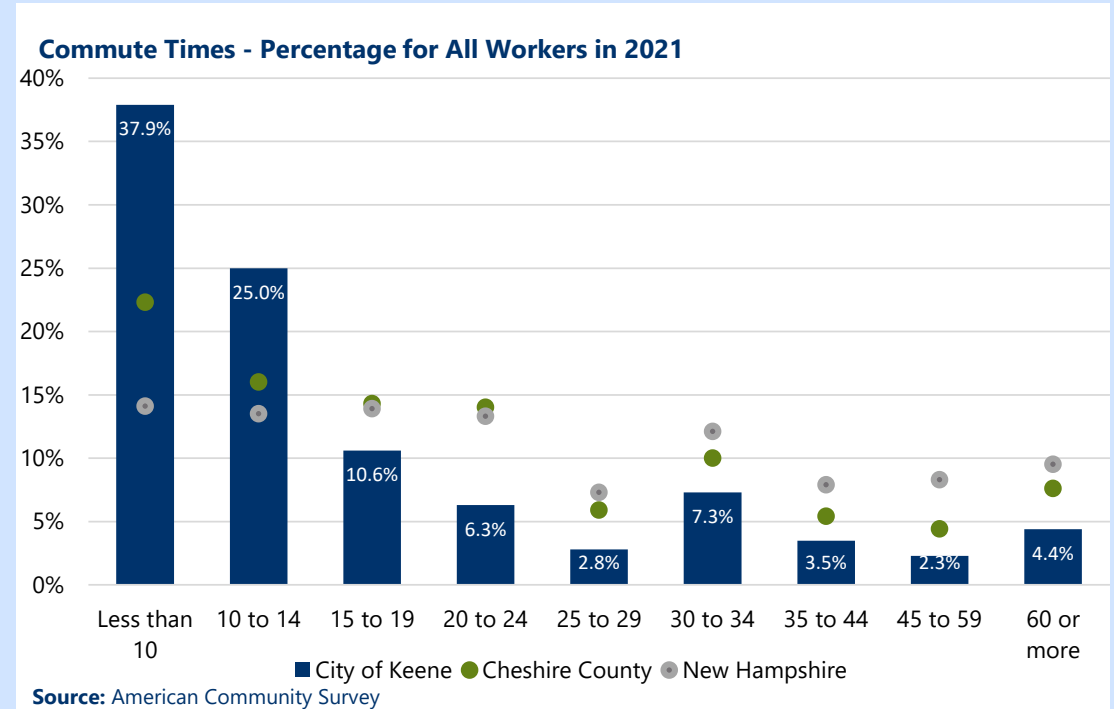
Source: U.S. Census Bureau, OnTheMap Application

COMMUTE TIMES

Keene has relatively shorter commute times than the state and county rates

Most Keene commuters (63%) travel less than 15 minutes for work, compared to 38% for the county and 28% at the state level. Keene's share of these short commuters (taking less than 15 minutes) is twice the amount seen nationally (27%).

In addition, Keene's average commute time of 16 minutes is more than ten minutes shorter than the state and national level and six minutes less than the broader county level.



Commute Times - Percentage of All Workers in 2021

Travel Time to Work	United States	New Hampshire	Cheshire County	City of Keene
Less than 10	12.4%	14.1%	22.3%	37.9%
10 to 14	13.2%	13.5%	16.0%	25.0%
15 to 19	15.2%	13.9%	14.3%	10.6%
20 to 24	14.3%	13.3%	14.0%	6.3%
25 to 29	6.7%	7.3%	5.9%	2.8%
30 to 34	13.7%	12.1%	10.0%	7.3%
35 to 44	7.1%	7.9%	5.4%	3.5%
45 to 59	8.2%	8.3%	4.4%	2.3%
60 or more	9.1%	9.5%	7.6%	4.4%
Average travel time to work (minutes)	26.8	27.1	22.9	16.3

Source: American Community Survey Report S0801

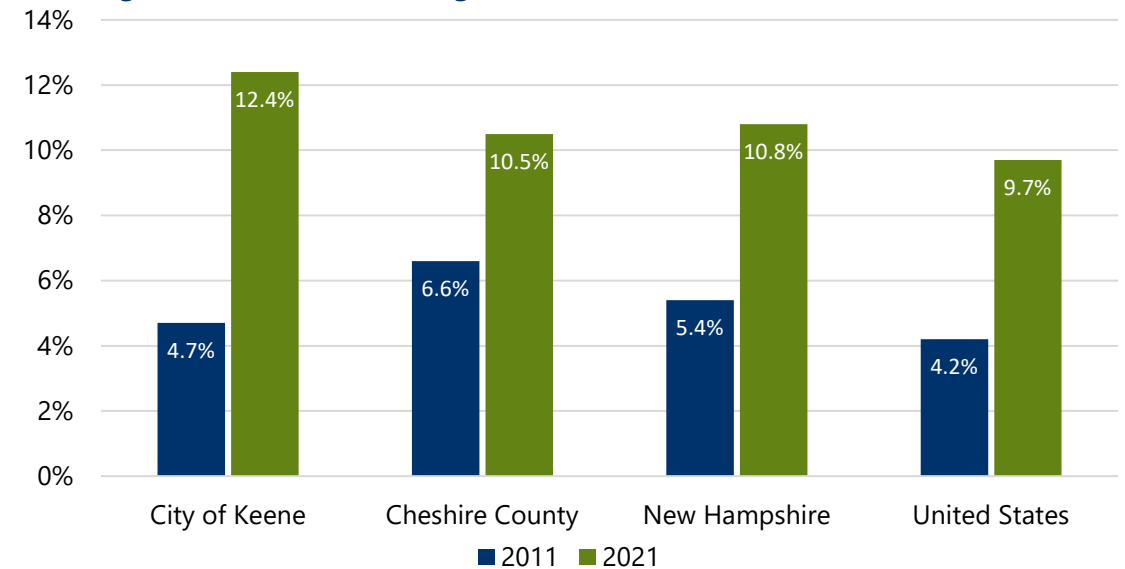
WORKERS WORKING FROM HOME

Keene has a higher share of workers working from home than any of the comparison geographies

Over 12% of all workers work from home in Keene, a higher proportion than found at the county (10.5%), state (10.8%), and nation (9.7%).

The share of people working from home increased over the last decade in all geographies but has almost tripled in the City of Keene.

Working from Home - Percentage of All Workers



Source: American Community Survey Report S0801

MOBILITY BY LOCATION

Nearly one quarter of Keene residents in 2021 moved during the prior year.

City residents demonstrated a high level of mobility as 24% relocated from 2020 to 2021. Most of those who moved (15% out of the total 24%) relocated within Cheshire County. A healthy proportion of residents, however, moved to Keene from outside the county – 9% or one out of eleven.

The primary source of those moving into Cheshire County, came from nearby communities including Hillsborough and Sullivan Counties in New Hampshire, Windham County, Vermont, and Worcester County, MA. The top fifteen contributing counties were all within New England.

Those same counties in turn proved to be the primary destinations for those relocating out of Keene and, again, the majority among the top fifteen are again in the Northeast. The exception is the appear Lee and Sarasota Counties on the gulf coast of Florida.

It is important to note that the high rate of mobility is due in great part to college students moving to Keene for their studies and subsequently leaving the city as well.

Top 15 Inbound Counties - 2020

County	Inbound Migrations
Hillsborough County, NH	626
Windham County, VT	260
Worcester County, MA	260
Sullivan County, NH	179
Middlesex County, MA	162
Merrimack County, NH	92
Franklin County, MA	82
Rockingham County, NH	66
New Haven County, CT	62
Windsor County, VT	53
Hartford County, CT	49
Essex County, MA	39
Norfolk County, MA	35
York County, ME	35
Suffolk County, MA	35

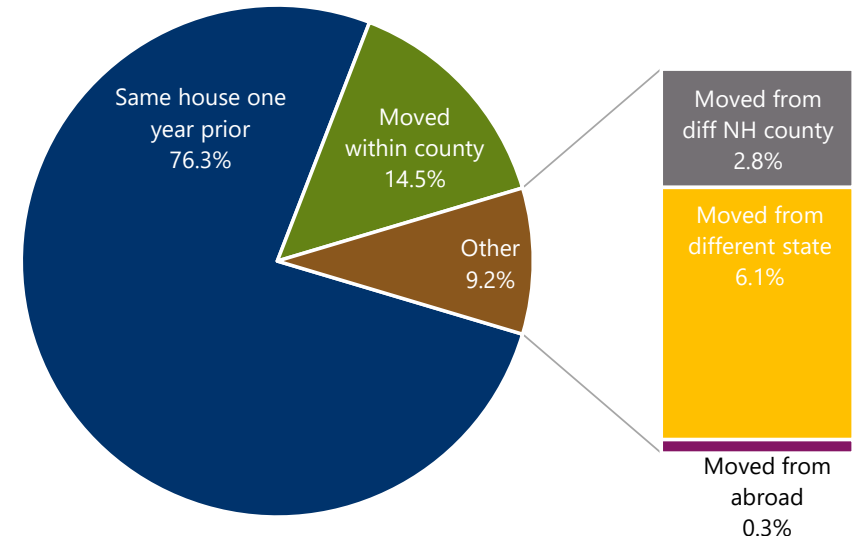
Source: Lightcast

Top 15 Outbound Counties - 2020

County	Outbound Migrations
Hillsborough County, NH	401
Windham County, VT	208
Sullivan County, NH	139
Worcester County, MA	136
Merrimack County, NH	99
Rockingham County, NH	72
Windsor County, VT	71
Middlesex County, MA	63
Franklin County, MA	58
Strafford County, NH	42
Cumberland County, ME	36
Lee County, FL	35
York County, ME	35
Sarasota County, FL	34
Suffolk County, MA	33

Source: Lightcast

Population Mobility - Relocations from Prior Year In To The City of Keene - 2020 to 2021



Source: American Community Survey Report B07001

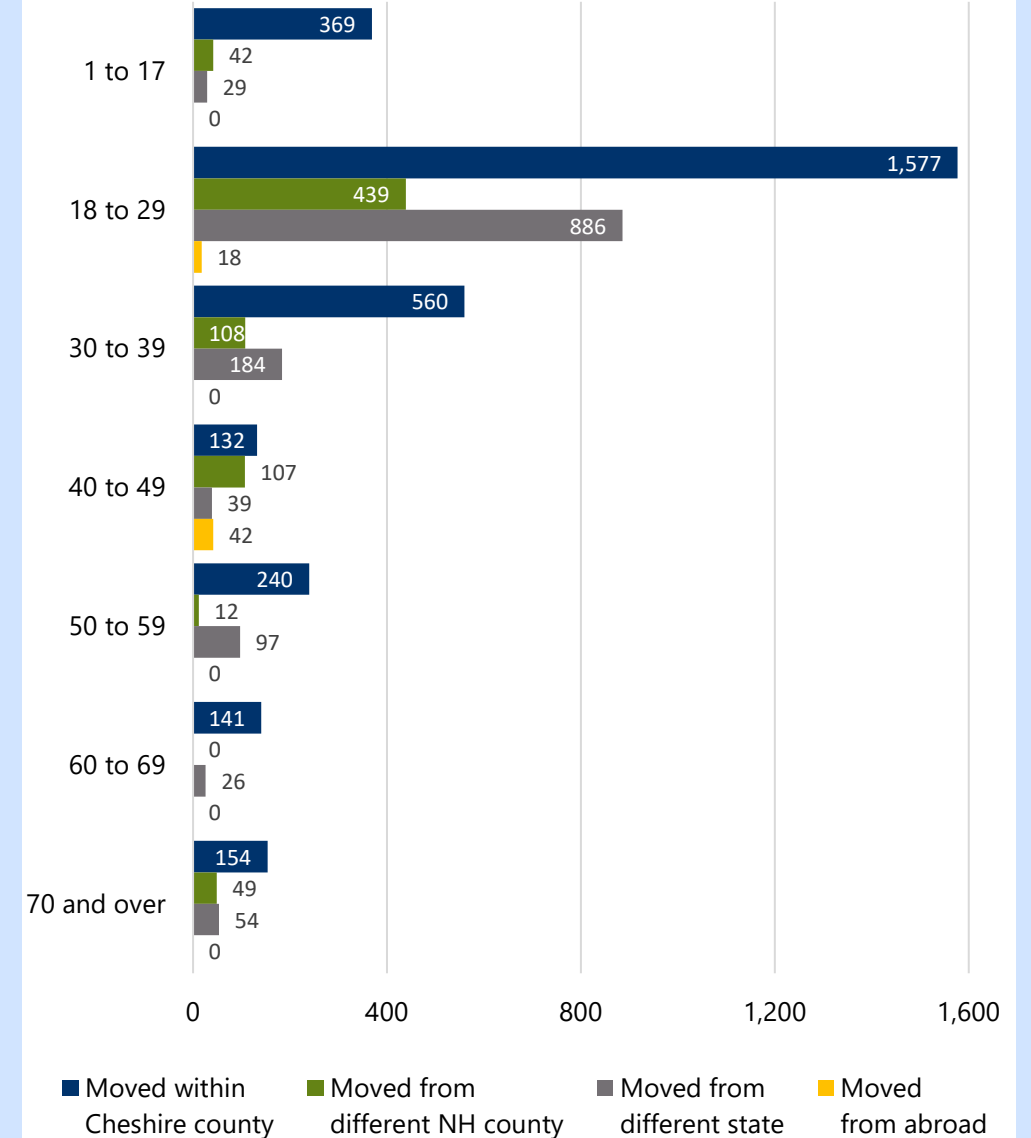
MOBILITY BY AGE

Younger adults account for largest proportion of movers

People between 18 to 29 years of age accounted for more than half (55%) of the city's relocations from 2020 into 2021.

This is a highly mobile age cohort and statewide 11% of these young adults relocated from 2020 to 2021. In Keene, however, that figure rose above 15%, likely due to new students attending the State College.

Number of People moving into the City of Keene by Origin - 2020 to 2021



Source: American Community Survey Report B07001